

ORDER



Orders
Order / Rev: 170559 - 2
Alt Order #: 08417078
Product Desc: MIKE CRAPO FOR SENAT
Estimate: 148
Flight Dates: 10/17/16 - 11/13/16
Original Date / Rev: 10/26/16 / 10/26/16
Order Type: GENERAL

KXLY

Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency
Name: Sandler & Innocenzi
Buying Contact:
Billing Contact:
 705 Prince Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Crapo for Senate ID (R)
Demographic: HH
Product Codes: PL Candidate
Priority: P-3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	44	\$5,630.00	\$4,785.50
10/31/16	11/04/16	15	\$2,875.00	\$2,443.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	44	\$5,630.00	\$4,785.50	0.00
November 2016	15	\$2,875.00	\$2,443.75	0.00
Totals	59	\$8,505.00	\$7,229.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KXLY	17%	\$8,505.00
Market	100%	\$50,029.41

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	4%	\$2,001.18
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	32%	\$16,009.41
KREM	47%	\$23,513.82
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KXLY	10/17/16	11/04/16	11p M-F Late News	CM	11-1135p	MTWTF--	:30	3	\$125.00	P-2	0.00	NM	6	\$750.00
Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	MTWTF--			3		\$125.00		0.00				

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KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KXLY	10/17/16	11/04/16	11p M-F Late News Late News	CM	11-1135p	MTWTF--	:30	3	\$125.00	P-2	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					3	\$125.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$125.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$125.00		0.00			
N 2	KXLY	10/17/16	11/04/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	3	\$20.00	P-3	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----					0	\$20.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					1	\$20.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$20.00		0.00			
N 3	KXLY	10/17/16	11/04/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	2	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$175.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$175.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$175.00		0.00			
N 4	KXLY	10/17/16	11/04/16	530-6a GMNW GMNW	CM	530-6am	MTWTF--	:30	2	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$50.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$50.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$50.00		0.00			
N 5	KXLY	10/17/16	11/04/16	6-630a GMNW	CM	6-630a	MTWTF--	:30	2	\$160.00	P-2	0.00	NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$160.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$160.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$160.00		0.00			
N 6	KXLY	10/17/16	11/04/16	6-630p M-F M-F News @6	CM	6-630p	MTWTF--	:30	2	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$175.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$175.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$175.00		0.00			
N 7	KXLY	10/17/16	11/04/16	630-7a GMNW	CM	630-7a	MTWTF--	:30	2	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$175.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$175.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$175.00		0.00			
N 8	KXLY	10/17/16	11/04/16	630-7p M-F M-F News @630p	CM	630-7p	MTWTF--	:30	2	\$155.00	P-2	0.00	NM	4	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$155.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$155.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$155.00		0.00			
N 9	KXLY	10/17/16	11/04/16	7-9a GMA GMA	CM	7-9a	MTWTF--	:30	3	\$160.00	P-2	0.00	NM	6	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					3	\$160.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$160.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$160.00		0.00			
N 10	KXLY	10/17/16	11/04/16	9-10a M-F Live With Kelly	CM	9-10a	MTWTF--	:30	2	\$70.00	P-3	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$70.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$70.00		0.00			
		Week: 10/31/16	11/06/16	-----					0	\$70.00		0.00			
11	KXLY	10/24/16	10/30/16		CM	2-3p	MTWTF--	:30	4	\$20.00	P-3	0.00	NM	3	\$60.00

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 Estimate: 148
KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 2-3p Right This Minute											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/24/16		10/24/16	10/30/16	MTWTF--		3			\$20.00		0.00				
N 13	KXLY	10/31/16	11/01/16	5-530p M-F M-F News @5p	CM	5-530p	MT-----	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	MT-----		1			\$350.00		0.00				
N 14	KXLY	10/31/16	11/01/16	530-6a GMNW GMNW	CM	530-6am	MT-----	1:00	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	MT-----		1			\$100.00		0.00				
N 15	KXLY	10/31/16	11/01/16	6-630a GMNW	CM	6-630a	MT-----	1:00	1	\$320.00	P-2	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	MT-----		1			\$320.00		0.00				
N 16	KXLY	10/31/16	11/01/16	6-630p M-F M-F News @6	CM	6-630p	MT-----	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	MT-----		1			\$350.00		0.00				
N 17	KXLY	10/31/16	11/01/16	630-7a GMNW	CM	630-7a	MT-----	1:00	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	MT-----		1			\$350.00		0.00				
N 18	KXLY	10/31/16	11/01/16	630-7p M-F M-F News @630p	CM	630-7p	MT-----	1:00	1	\$310.00	P-2	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	MT-----		1			\$310.00		0.00				
N 19	KXLY	11/02/16	11/04/16	7-9a GMA GMA	CM	7-9a	--WTF--	:30	3	\$160.00	P-2	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	--WTF--		3			\$160.00		0.00				
N 20	KXLY	10/31/16	11/01/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	MT-----	1:00	3	\$80.00	P-2	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	MT-----		3			\$80.00		0.00				
N 21	KXLY	11/02/16	11/04/16	11p M-F Late News Late News	CM	11-1135p	--WTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/31/16		10/31/16	11/06/16	--WTF--		3			\$125.00		0.00				
													Totals	59	\$8,505.00